



# 820-605<sup>Q&As</sup>

Cisco Customer Success Manager (DTCSM)

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### QUESTION 1

Which two steps in the customer lifecycle approach are owned by the sales and marketing team? (Choose two)

- A. Deployment
- B. Adoption
- C. Awareness
- D. Evaluation
- E. Experience

Correct Answer: CD

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### QUESTION 2

Customer A has 120.000 employees and a meeting booking system that is 20 years old. It provides a personalized service that arranges all aspects of video conference meeting. This service includes 21 staff people globally. Customer A has invested in a video conferencing solution. Their desired outcome is to create a cost-savings, self-serve approach to achieve business innovation through face-to-face communications. Which two main barriers to adoption does the customer face? (Choose two.)

- A. technical barrier
- B. cultural barrier
- C. product barrier
- D. cost barrier

Correct Answer: AB

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### QUESTION 3

The customer wants to reduce their exposure to security events. Which business outcome is critical to the company's success?

- A. risk management
- B. market growth
- C. sustainability
- D. cost efficiency



Correct Answer: A

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#### QUESTION 4

Who does a Customer Success Manager work with to overcome a technical solution adoption barrier encountered by a customer?

- A. Customer Success Specialist
- B. Technical Engineer
- C. Sales Engineer
- D. Solution Product Manager

Correct Answer: B

The issue here is a technical one that is causing the adoption barrier so it would be technical specialist that would need to be engaged to help resolve this. The CSS could certainly be involved but when that person realised that the barrier was purely technical they should be engaging the technical specialist to resolve it.

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#### QUESTION 5

A client deployed a new collaboration solution six months ago. Utilization telemetry indicates only 60% of activated users are engaging with the solution. Which two actions should the Customer Success Manager recommend to the client? (Choose two.)

- A. Have marketing write a blog post about the new solution.
- B. Encourage the customer to purchase updated endpoints.
- C. Block all alternative chat and video collaboration systems.
- D. Conduct a survey to determine which collaboration solutions users are using.
- E. Advertise additional user training sessions throughout the organization.

Correct Answer: DE

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